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and right side portions having upper margins, said upper margins co-operating to define an opening of said insulated compartment, wherein said top portion being a hingedly mounted lid, said lid being moveable to an open position to expose said opening of said insulated compartment, said sidewall structure also having a rim extending about said opening;

a liner mounted to said rim, said liner being positionable within said compartment and moveable to an inverted position to facilitate washing thereof;

a lifting member attached to said leading portion of said flexible soft shell wall structure;

said sidewall structure having a height, a depth, and a breadth, said height being greater than either of said depth and said breadth;

<u>a secondary wall structure mounted to said trailing portion of said flexible soft shell</u>

<u>wall structure to define</u> an auxiliary compartment <u>said secondary wall structure having an</u>

<u>auxiliary compartment closure member operable to give access to said auxiliary</u>

compartment [mounted next to said insulated compartment;

a mount for attaching said pack to another object; said auxiliary compartment having

a receptacle of a size for receiving a telephone handset, another receptacle of a size for receiving a wallet, and a closure securable in a closed position to conceal the contents of said receptacles].

- 2. (Amended) The pack of claim 1, wherein <u>said lifting member is a first mount</u> operable to attach said pack to another object and said pack has a second mount <u>to inhibit</u> [for inhibiting] swaying of said pack relative to [the] <u>said another</u> object to which [the] <u>said</u> first mount is attached.
- 3. (Amended) The pack of claim 1, wherein said pack includes a see-through pocket mounted externally to said auxiliary compartment [of a size to receive a golf ball therein].
- 4. (Amended) The pack of claim 1, wherein[:] said pack has [a leading panel for placement adjacent to the object to which said first mount is attached, a pair of side regions, a trailing region, a bottom and a top;] a see-through pocket [is] mounted to one of said side [regions] portions of said sidewall structure [; and said see-through pocket has an access lip having a leading portion and a trailing portion, said leading portion having a greater altitudinal dimension relative to said pocket than said trailing portion].
- 5. (Amended) The pack of claim 1, wherein [said pack has a lid,] said lid has a handle mounted thereto. [and said handle has a reinforced attachment to said lid,] whereby, when said lid is closed, said pack can be carried by said lid.
- 6. (Amended) The pack of claim [5] 1, wherein said [insulated compartment has a] <u>liner is</u> [substantially] impermeable [liner;] and [said liner can be inverted to facilitate washing thereof] is attached continuously around said rim.

- 7. (Amended) The pack of claim 6, wherein said insulating compartment has a thermal transfer medium holder mounted therein, and said holder is vented.
- 8. (Amended) The pack of claim 1, wherein[: said insulated compartment has an opening; said pack has a lid for closing said opening, said lid forming an upper region of said pack; said insulated compartment has a substantially impermeable liner attached about said opening; and said liner can be inverted to facilitate washing thereof]

said lid is moveable to a closed position relative to said insulated compartment, said lid has an inside surface having a peripheral bead formed thereabout, wherein said inside surface faces toward said insulated compartment when said lid is in said closed position and said rim has an upwardly extending bead standing in opposition to said bead of said lid when said lid is in said closed position.

- 9. (Amended) The pack of claim 1, wherein said auxiliary compartment [includes] has a key holder mounted therein.
- 11. (Amended) The pack of claim 1, wherein[: said pack has a lending portion a trailing region, a pair of side regions, a top region and a bottom region; said auxiliary compartment is mounted to said trailing region;]

one of said side [regions] <u>portions</u> has a see-through side pocket, said pocket having a leading edge, a trailing edge and an opening between said leading and trailing edges;

said leading edge being longer than said trailing edge;

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said auxiliary compartment has a see-through vented [golf ball] pocket mounted externally thereto;

[said insulated compartment has an opening having a circumferential lip, and a substantially impermeable liner mounted thereto about said lip, said liner being invertible to facilitate washing thereof;] and

[said top region including a lid for closing said opening and] said lid has a <u>carrying</u> handle attached thereto [by reinforced handle attachments].

12. (Amended) A pack comprising:

a flexible, soft shell wall structure having a flexible insulated layer, wherein said soft shell wall structure has a bottom portion, a top portion, and a sidewall structure, said sidewall structure having a leading portion, a trailing portion and left and right side portions, said leading, trailing and left and right side portions extending between said top and bottom portions, said portions of said soft shell wall structure co-operating to define therewithin an insulated compartment;

said sidewall structure leading, trailing and left and right side portions having upper margins, said upper margins co-operating to define an opening of said insulated compartment;

said top portion including a hingedly mounted lid, said lid being moveable to an open position to expose said opening of said insulated compartment;

said sidewall structure having a rim extending about said opening;

a liner mounted to said rim, said liner being positionable within said compartment, and said liner being moveable to an inverted position to facilitate washing thereof;

a lifting member attached to said leading portion of said sidewall structure;

said lifting member being a first mount for carrying the weight of said pack [, located on an upper region of said pack] for attachment when attached to another object;

a second mount located on [a lower region] <u>said leading portion</u> of said pack for attachment to the other object, <u>said second mount being operable</u> to inhibit swaying of said pack about said first mount;

said sidewall structure having a height measured from said bottom portion to said top portion, a depth measured from said leading portion to said trailing portion, and a breadth measured perpendicular to said height and said depth, said height being greater than either of said depth and said breadth; and

an auxiliary compartment mounted to said trailing portion of said flexible soft
shell wall structure, said auxiliary compartment having an auxiliary compartment
closure member operable to give access to said auxiliary compartment.

16. (Amended) The pack of claim 12, wherein said pack further comprises: [a soft shell wall;]

a [lower] girth reinforcement extending about said sidewall structure adjacent to said bottom portion of said pack [for carrying loads to said second mount; and at

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least one bracing web oriented to carry loads between a lower portion of said pack and said first mount].

17. (Amended) The pack of claim 12 wherein said pack further comprises [an upper] <u>a</u> girth reinforcement <u>extending about said sidewall structure adjacent to said top portion of said pack.</u>

19. (Amended) The pack of claim [18] 12, wherein said lid has a carrying handle mounted thereto; [,]

said lid is moveable to a closed position, relative to said insulated compartment; and said lid has a securable closure operable to fasten said lid in said closed position, whereby said pack can be carried by said carrying handle in said closed position.

20. (Amended) The pack of claim [18] 19, wherein [: said soft shell wall is an insulating wall and forms the boundary of said insulated compartment; and said auxiliary compartment is mounted externally of said soft shell wall] said securable closure is a tracked fastener operable to attach said lid to said upper margins of said trailing and left and right hand side portions of said sidewall structure.

24. (Amended) The pack of claim [18] 12 wherein said pack includes a [see through] see-through pocket located externally on said [soft shell wall] sidewall structure, [and has] said pocket having an access opening that is tapered from a tall leading portion to a short trailing portion.